

PRODUCT CATALOGUE **2002**



MeadowLea



UNCLE
TOBYS



MightySoft



Meet the Goodman Fielder Brands

Message from Thomas Park



Chief Executive
Goodman Fielder
Limited

Goodman Fielder Product Catalogue

As Australia's largest and oldest food company, Goodman Fielder has a host of icon brands that generations of Australians have grown up with and learned to love.

This catalogue provides a visual guide to the size, diversity and quality of the Goodman Fielder stable of brands and products.

Some of the icon brands and products that you will easily recognise include Buttercup Wonder White bread, Uncle Tobys oats, Meadow Lea margarine and White Wings cakes.

Existing products that have been updated and re-branded include the Mighty Soft range of packaged bread, the Flakes Plus range of ready to eat cereals and Pampas frozen savouries and desserts.

However, Goodman Fielder is not content to rest on its laurels. We are constantly striving to improve our existing products and provide new products that meet the three emerging consumer trends - health and nutrition, convenience and premium quality.

Our size and scale enable us to develop new and innovative ways to meet consumer demand for new products that suit their lifestyles.

Examples of our new healthy and convenience products include Healthwise cereals, asia@home meals and the break*free* range of adult nutritious snacks.

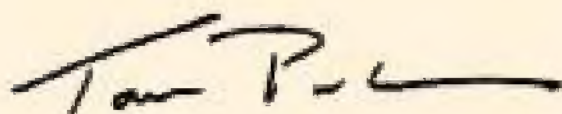
We have also acquired some truly global brands that have expanded our product range into meals solutions such as Patak's Indian meals and Paul Newman's Own pasta sauces.

Many of the products that you see in the catalogue include ingredients made by Goodman Fielder businesses, so we can guarantee their quality.

Our 'trust mark' of Good Food Guaranteed ensures that all our products are nutritious, good tasting and safe.

The consumer panel on all Goodman Fielder products provides consumers with all the information they need on the ingredients we use, and a help line, if they have any inquiries.

I encourage you to read this catalogue. I hope that you become as excited as I am about the product range and what we can do to meet consumer needs.



Thomas P. Park



Contents

Goodman Fielder Product Catalogue 2002

- ④ Packaged Bread & Baked Foods
- ⑦ Chilled Spreads
- ⑧ Cereals
- ⑩ Nutritious Snacks
- ⑭ Ready to Eat Cakes & Slices
- ⑮ Desserts
- ⑯ Cake Mixes
- ⑲ Cooking Needs
- ⑳ Frozen Pastry
- ㉑ Frozen Savouries & Desserts
- ㉒ Dressings
- ㉓ Mayonnaise
- ㉔ Vinegar
- ㉕ Table Sauce
- ㉖ Pasta Sauce
- ㉗ Asian
- ㉘ Indian
- ㉚ Cooking Oils
- ㉛ Flour
- ㉜ Bread Mixes
- ㉝ Instant Packet Soup



Packaged Bread & Baked Foods



Packaged Bread & Baked Foods



Packaged Bread & Baked Foods

(Regional Brands)



Chilled Spreads

MeadowLea



GOLD'N
CANOLA

Logical

Weight Watchers



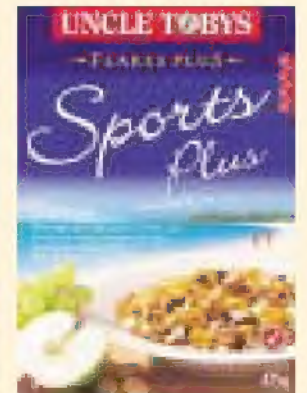
Cereals

UNCLE
TOBYS

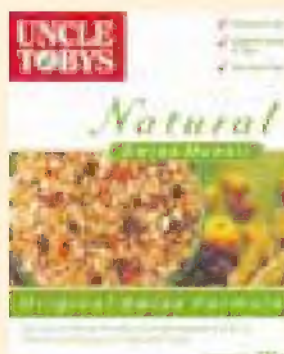
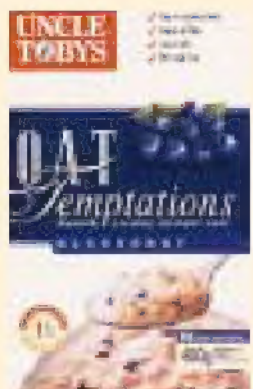
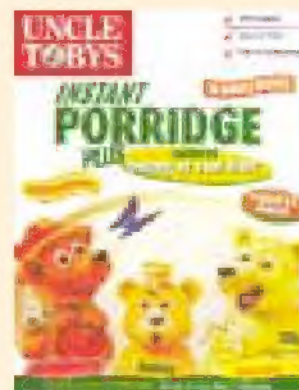
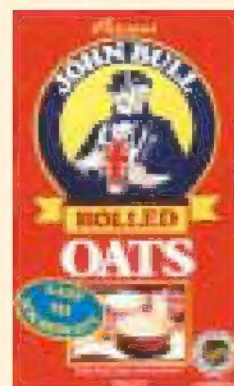
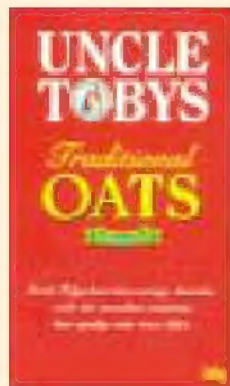
Purina
HEALTH FOODS COMPANY

Healthwise

— FLAKES PLUS —



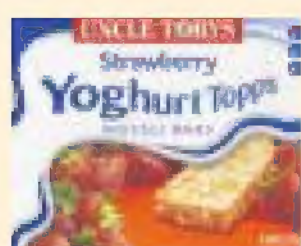
Cereals



MORNING SUN



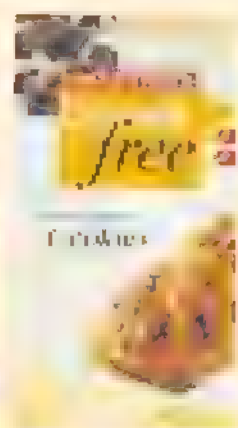
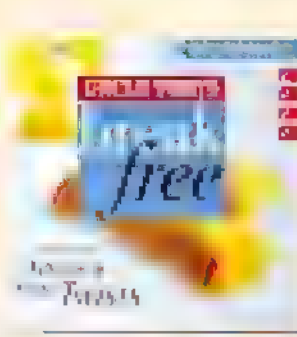
Nutritious Snacks



Nutritious Snacks

UNCLE
TOBYS

UNCLE TOBYS
break
free



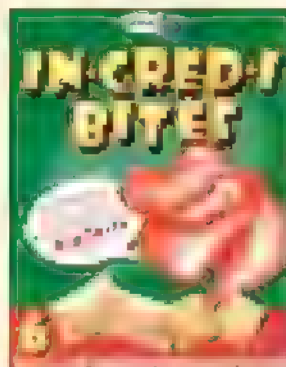
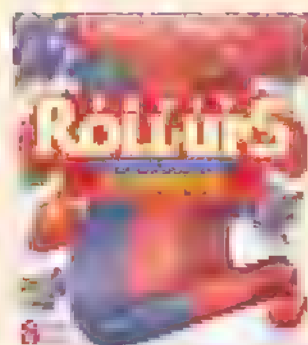
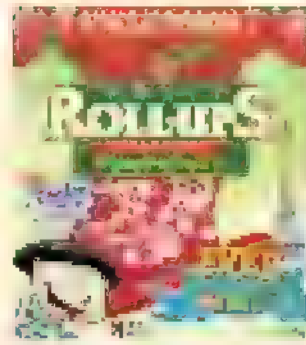
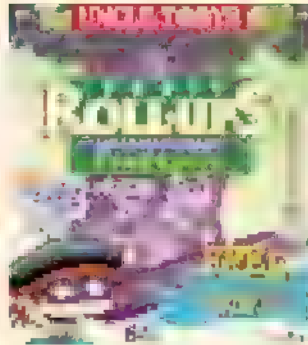
Nutritious Snacks

UNCLE
TOBYS

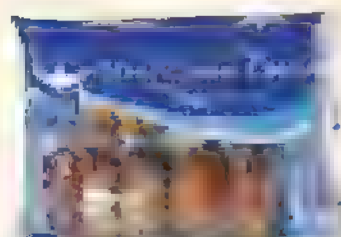
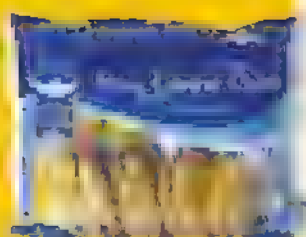
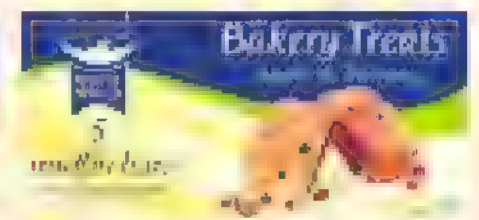
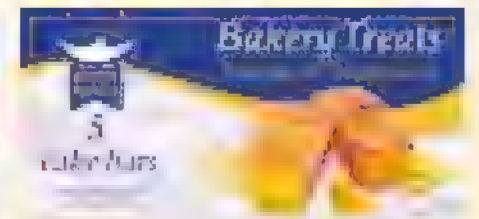
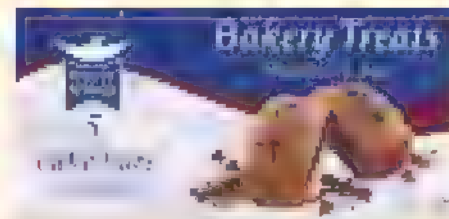
LeSnak



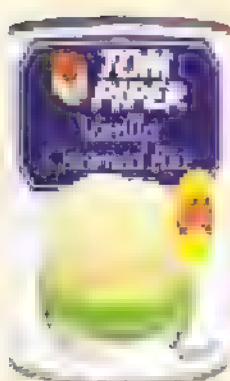
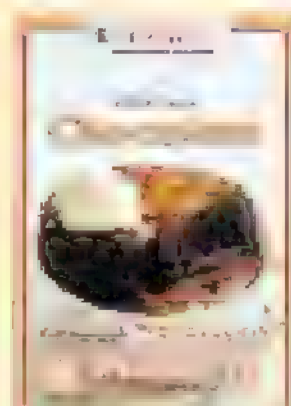
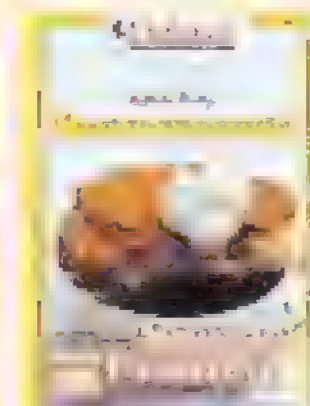
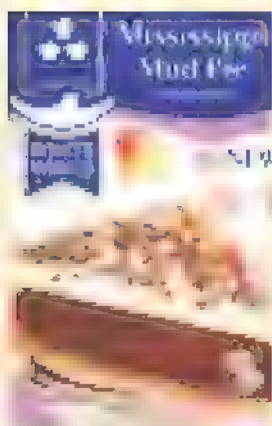
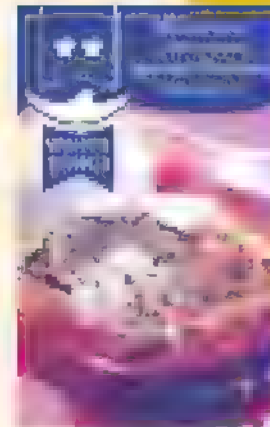
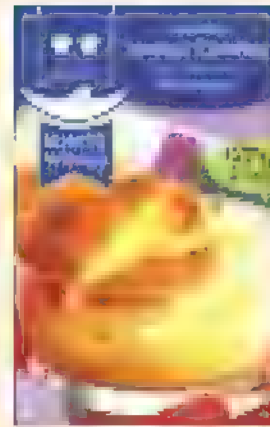
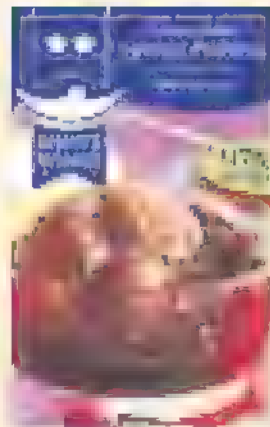
Nutritious Snacks



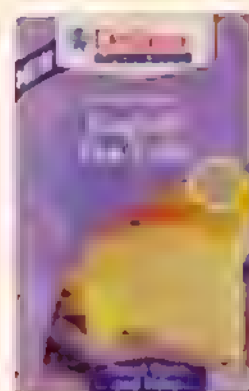
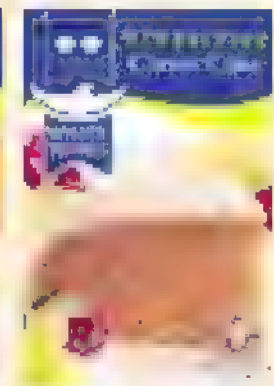
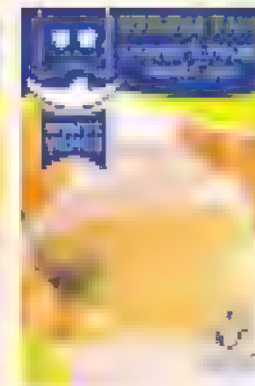
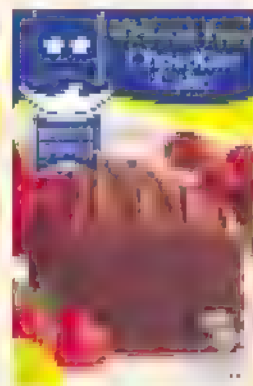
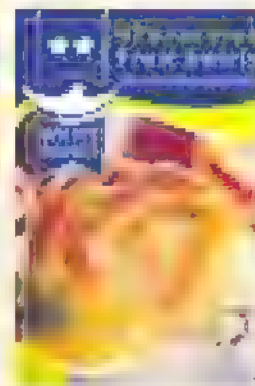
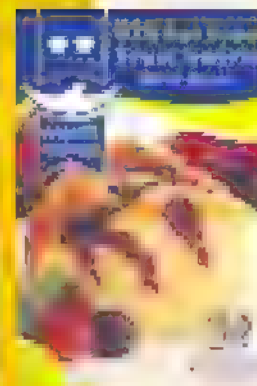
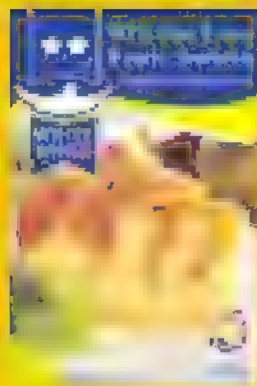
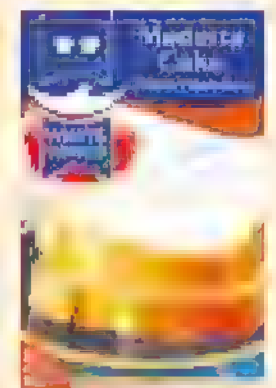
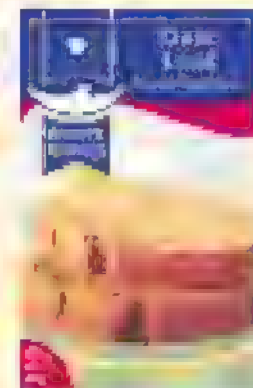
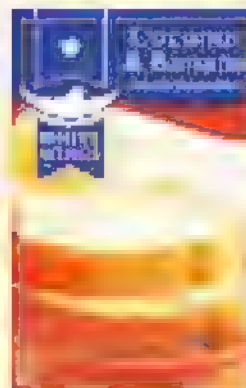
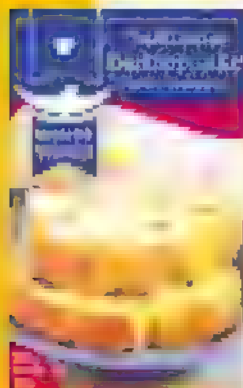
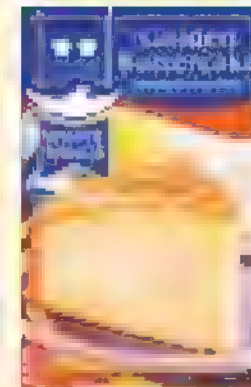
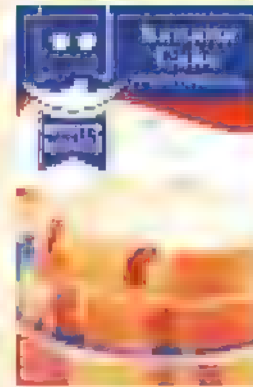
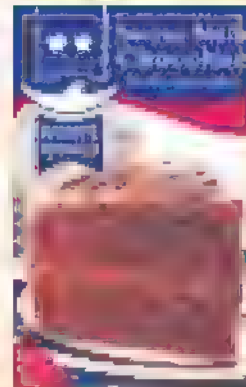
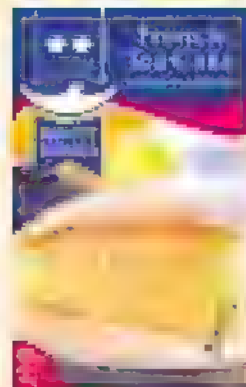
Ready to Eat Cakes & Slices



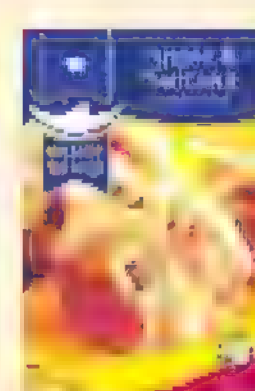
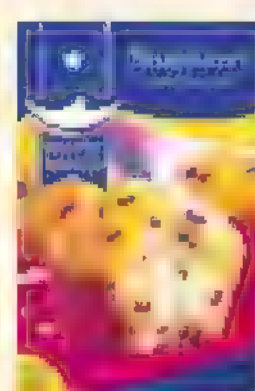
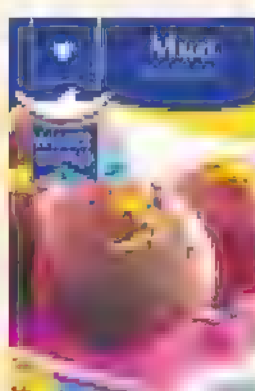
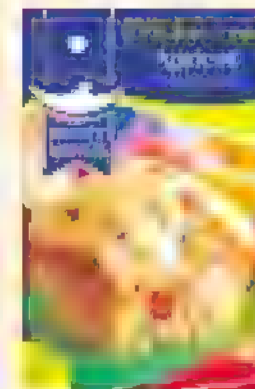
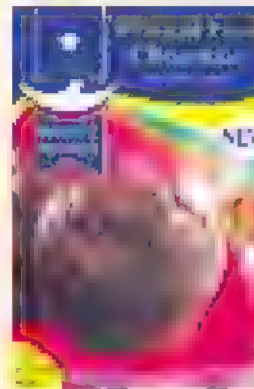
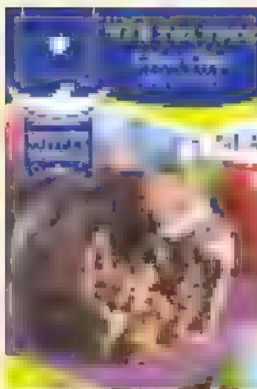
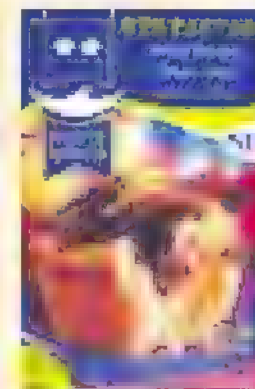
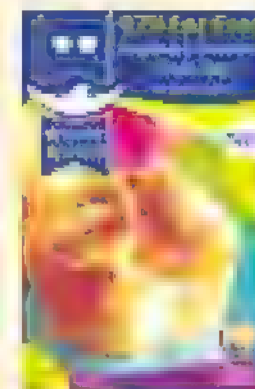
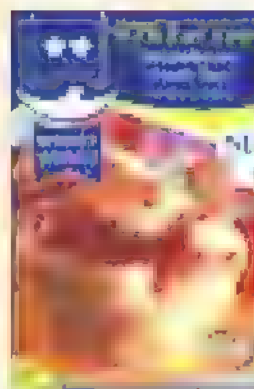
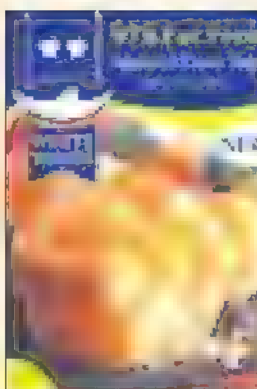
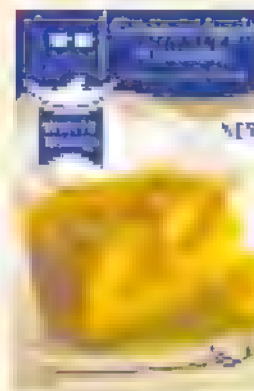
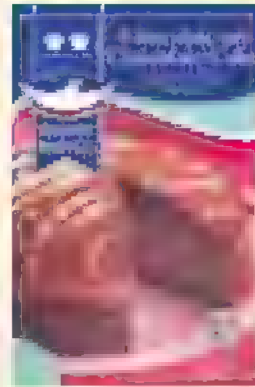
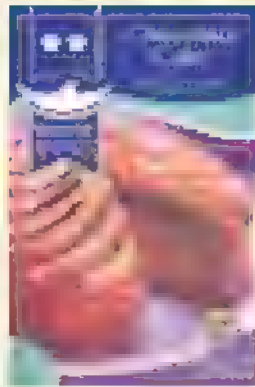
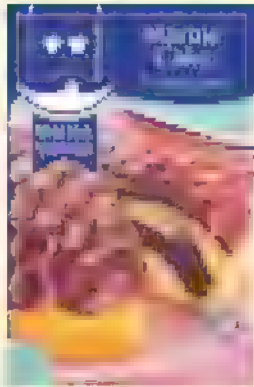
Desserts



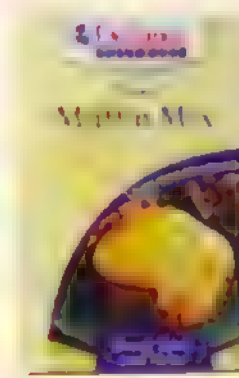
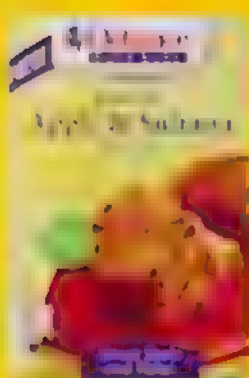
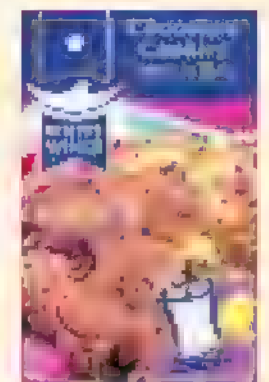
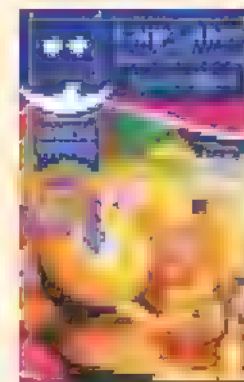
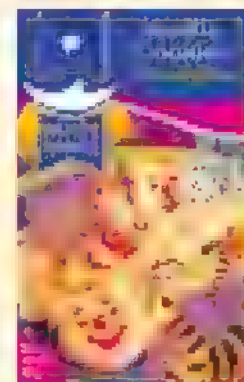
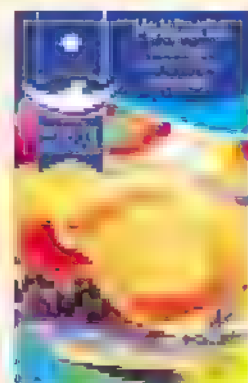
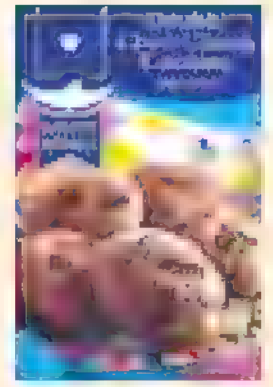
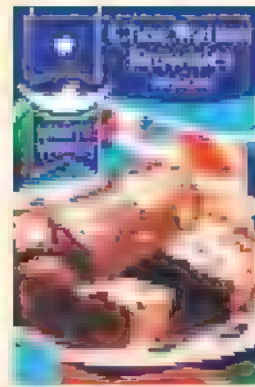
Cake Mixes (Cakes)



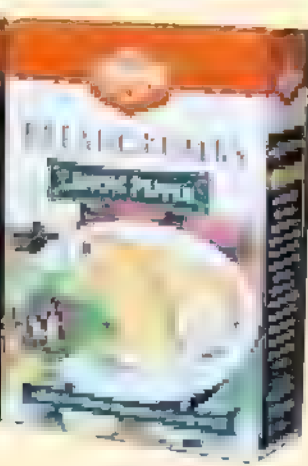
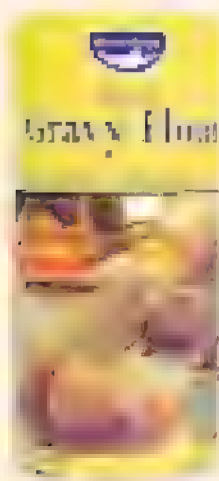
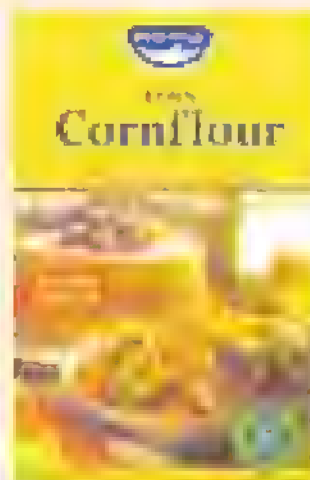
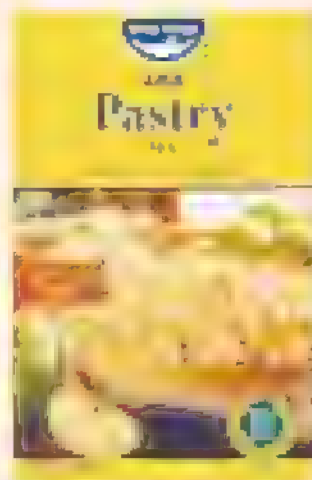
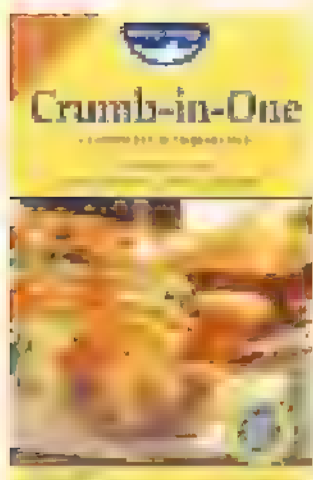
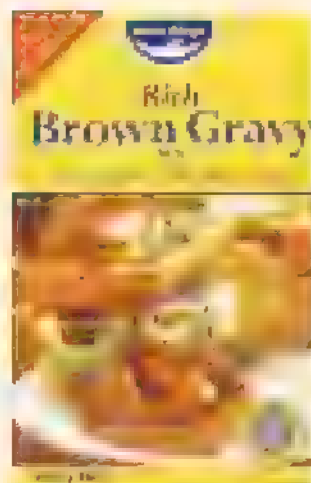
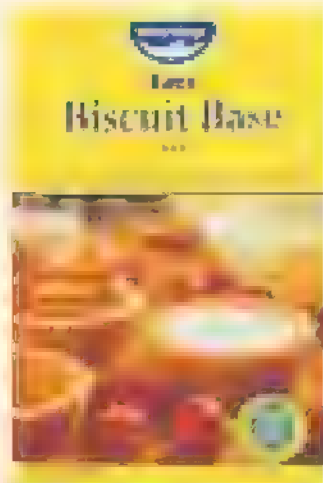
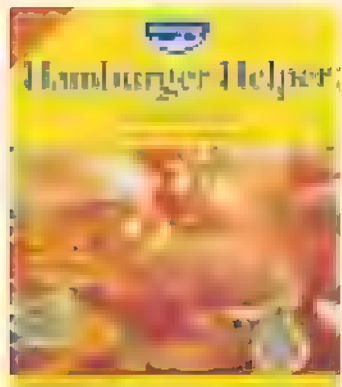
Cake Mixes (Cakes & Muffins)



Cake Mixes (Muffins & Snacks)

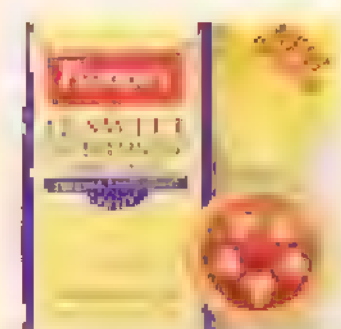
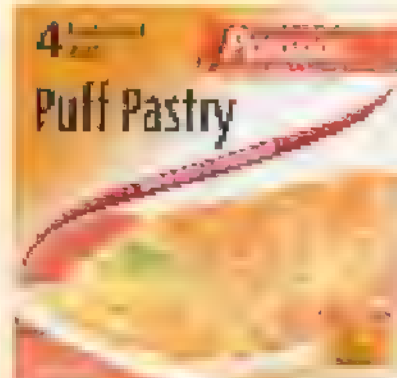


Cooking Needs



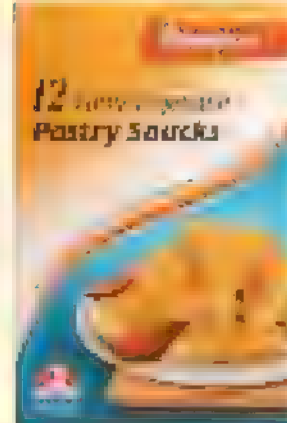
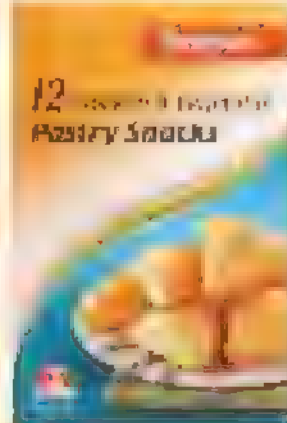
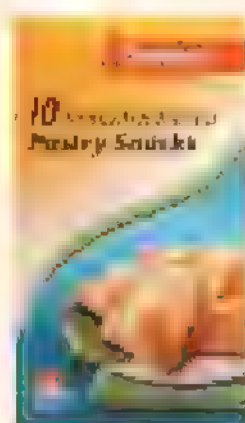
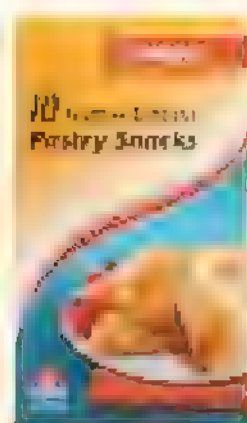
Frozen Pastry

Pampas

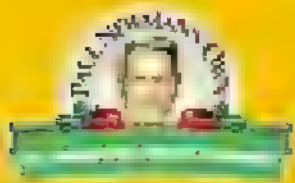


Frozen Savouries & Desserts

Pampas



Dressings



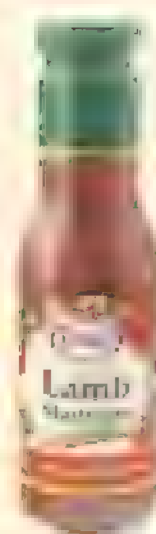
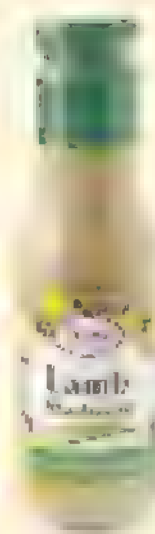
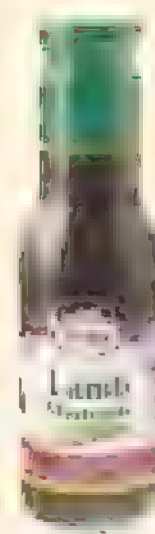
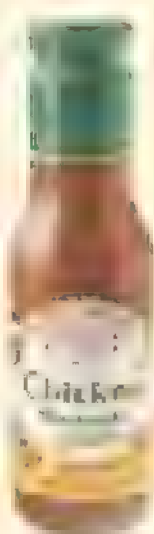
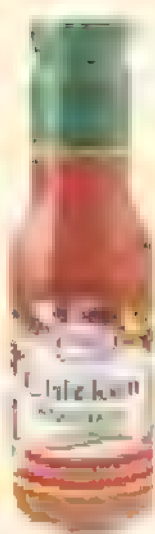
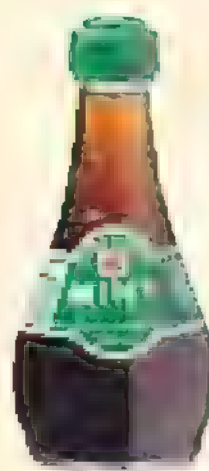
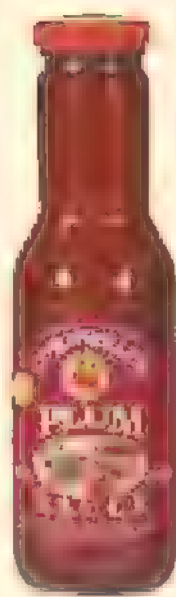
Mayonnaise



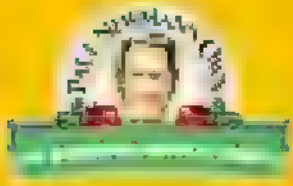
Vinegar



Table Sauce



Pasta Sauce



Asian

asia (at) home



pad thai



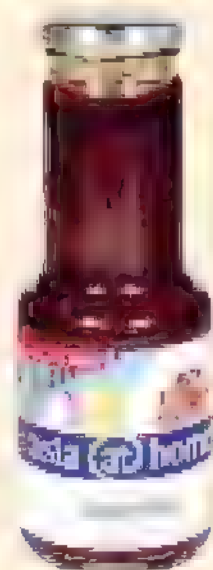
laksa



singapore noodle



thai roachit
noodle soup



stir fry noodle



udon noodle



hokkien noodle



roachit
milk

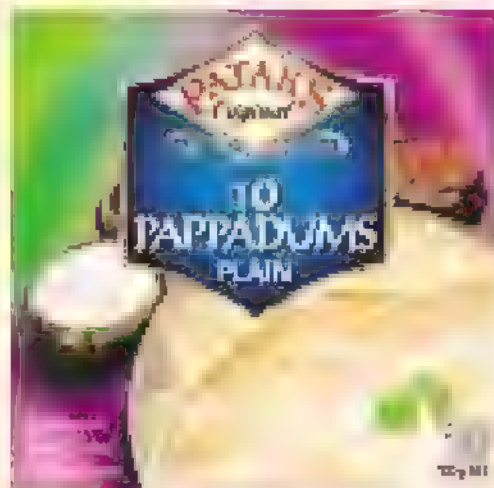


Indian

PATAK'S
Original



Indian



Cooking Oils (Olive Oil)



Cooking Oils



Crisco
ALL PURPOSE SHORTENING

GOLD'N
CANOLA

MeadowLea



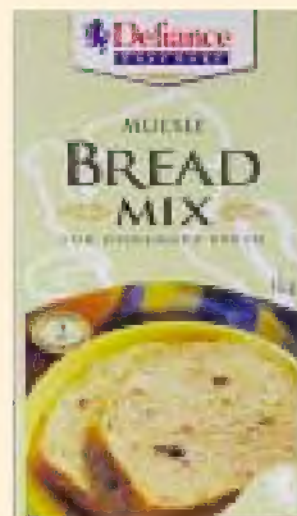
Flour



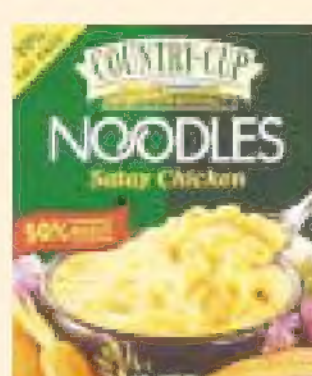
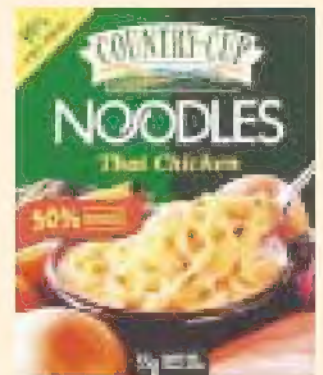
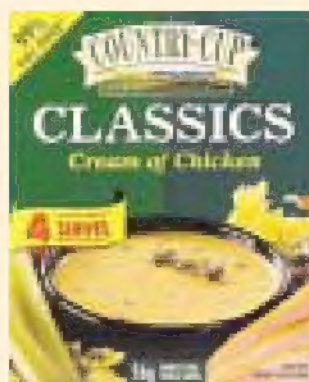
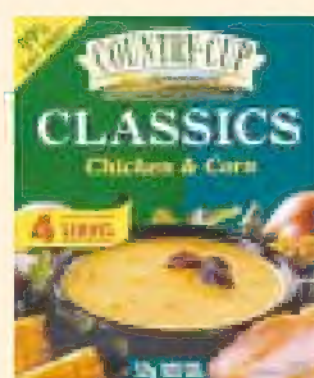
EMPIRE



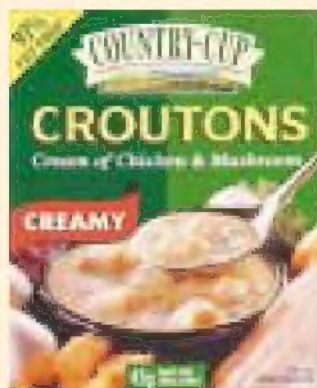
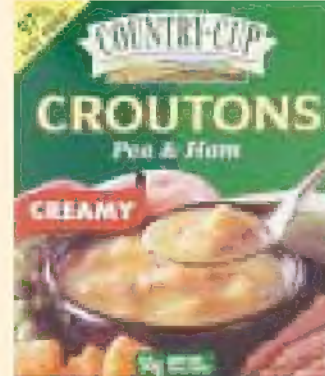
Bread Mixes



Instant Packet Soup



Instant Packet Soup





www.goodmanfielder.com.au